

HAMTARO

little hamsters

big adventures

**summer
tv launch!**

The logo for Cartoon Network, featuring the word "CARTOON" in a bold, black, sans-serif font above the word "NETWORK" in a similar font, all contained within a black rectangular border. The letters are white with black outlines.



**master
toy licensee**

Nintendo®

**master
video game
licensee**

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Hamtaro

The insatiably curious Hamtaro is always ready for an adventure. Despite not being able to communicate directly with Laura, his guardian and best friend, he always seems to understand her.

A Whole World of Hamster Happiness

- Based on the picture books of Ritsuko Kawai and published by Shogakukan, the animated television program "Tottoko Hamutaro" (original Japanese title) first aired July 7, 2000 in Japan.
- 104x30 minute episodes.
- Over 2.5 billion dollars in total retail merchandise sales in Japan since launch!
- First motion picture based on the series (released Dec., 2001) was a huge success among fans and film critics.
- Top selling children's home video in Japan.
- Top selling children's music soundtrack CD in Japan.
- Category leader in child-oriented publications in Japan.

(as of Jan., 2002)

Pashmina

Dependable and never without her favorite scarf.



Oxnard

Never one to miss a meal.



Boss

Considered a leader by all the Ham-Hams.

Sandy

A natural born athlete.



Howdy

A practical joker who loves to keep tidy.

Cappy

Always putting something on his head.



Penelope

Cute and tiny, she's the littlest hamster of all.



Jingle

A lone traveler, he is never without his guitar.



Stan

He loves music and dancing.



Bijou

From France, this beautiful charming princess is everyone's favorite.



Panda

Dreams of becoming a carpenter.



Dexter

Always nattily dressed, he's a real dandy.



Snoozer

Is he EVER awake??



Laura

Hamtaro's guardian. She is a cheerful, energetic and gentle fifth grade girl.



NEWS RELEASE



An AOL Time Warner Company

For Release: May 8, 2002

Cartoon Network Cleans Out the Cage For Hamsters of *Hamtaro* **Popular Animé Series Makes U.S. Television Debut on Cartoon Network June 3**

Hamtaro, currently one of Japan's hottest children's television programs, will make its U.S. debut on Cartoon Network on June 3, airing Monday – Friday at 7 a.m. and 4 p.m. (ET, PT) during *Toonami*. This series follows Hamtaro, an insatiably curious hamster and his group of hamster pals, known as "The Ham-Hams," as they join together to solve problems and embark on countless adventures.

When Laura, Hamtaro's owner, and her friends, head off to school each day, their pet hamsters secretly gather together at their hideout, the Ham-Ham Clubhouse, for their next great adventure. Though their distinct personalities occasionally clash, these curious pets, who have their own secret hamster language, band together to keep a watchful eye on their energetic owners. Most of the time, the Ham-Hams spend their days keeping Laura and her classmates out of trouble, but sometimes the precocious pets find themselves in a quandary of their own.

Hamtaro is a golden hamster always eager for the next adventure – he's popular, brave and exceptionally understanding. The Ham-Hams include Boss, the natural born leader, charming Bijou, the dependable Pashmina, Howdy, the practical joker, and Jingle, the minstrel Ham-poet. When they get together, there is never a lack of fun or friendship. Whether it's creating a pint-size amusement park, getting lost in Grandma's sunflower field or solving "the Snoozer mystery," each new day brings a new quest and, often, new Ham-friends as well.

Brought to the United States by ShoPro USA, "Tottoko Hamutaro" (the original Japanese title) was first introduced to Japanese audiences in July 2000. The series, based on the popular illustrated children's storybooks created by Ms. Ritsuko Kawai, is already one of TV Tokyo's highest rated animated programs and a leading franchise overseas. *Hamtaro* is produced by Shogakukan Music & Digital Entertainment.

Toonami, Cartoon Network's top-rated afternoon action-adventure franchise, airs weekdays 4-7 p.m. (ET, PT) and features animé and action programs like *Dragonball*, *Dragon Ball Z* and *Batman Beyond*. Intermittently throughout the block, *Toonami* features popular music, computer generated 3-D animation segments and video game reviews. TOM, the animated host of the block, transmits *Toonami* programming from his space vessel, the *Absolution*.

Cartoon Network, currently seen in 80.7 million U.S. homes and 145 countries around the world, is Turner Broadcasting System, Inc.'s 24-hour, ad-supported cable service offering the best in animated entertainment. Drawing from the world's largest cartoon library, Cartoon Network also showcases unique original ventures such as *The Powerpuff Girls*, *Dexter's Laboratory*, *Samurai Jack*, *Courage the Cowardly Dog*, *Ed, Edd n Eddy* and other *Cartoon Cartoons*. Since its launch in 1992, Cartoon Network has remained one of ad-supported cable's highest-rated networks. Cartoon Network's Web site is located at <http://CartoonNetwork.com> (AOL Keyword: Cartoon Network).

Turner Broadcasting System, Inc., an AOL Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.